

How to Write a Compelling Executive Summary for Your Proposals

This guide equips you to create a compelling executive summary that can be adapted for various grant applications, including NOF/ARPA grants and beyond. It provides a structured format for a high-quality introduction to your organization and its projects, enhancing your capacity to secure funding. Use this guide to craft an executive summary that impresses any potential funder.

Project Title:

Organization Name:

Date:

Executive Summary

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| INTRODUCTION | <ul style="list-style-type: none"> • Briefly introduce your organization, including its mission and history. • State the purpose of the proposal and the amount of funding requested. |
| PROJECT OVERVIEW | <ul style="list-style-type: none"> • Provide a concise description of the project, including its objectives and goals. • Highlight the specific community needs that the project aims to address. |
| DEFINED SUCCESS & PERFORMANCE STANDARDS | <ul style="list-style-type: none"> • Outline the key performance metrics and success indicators that will be used to measure the project's effectiveness. • Describe the anticipated outputs and outcomes, making sure they are specific, measurable, achievable, relevant, and time-bound (SMART). |
| COMMUNITY IMPACT | <ul style="list-style-type: none"> • Explain how the project will maximize positive impacts within the community it serves. • Describe the expected benefits for the community and how these benefits align with the organization's mission. |
| IMPLEMENTATION PLAN | <ul style="list-style-type: none"> • Provide a brief overview of the project timeline, including key milestones and deliverables • Summarize the roles and responsibilities of the project team and any partners involved. |

Executive Summary – Cont.

✓ SUSTAINABILITY

- Describe the strategies in place to ensure the project’s sustainability and continued impact beyond the grant period.
- Include plans for securing additional funding and resources if necessary.

✓ BUDGET SUMMARY

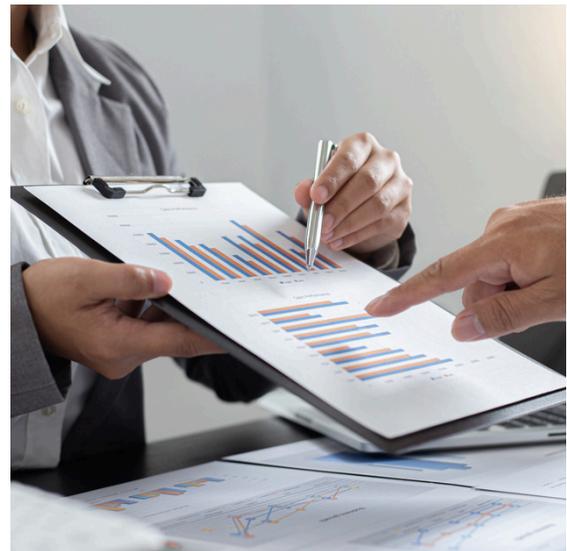
- Provide a high-level summary of the project budget, including major expense categories.
- Highlight any matching funds, in-kind contributions, or other funding sources.

✓ CONCLUSION

- Reinforce the importance and urgency of the project.
- Express gratitude for the opportunity to apply for the grant and the potential partnership with the funding organization

✓ CONTACT INFORMATION

- Primary Contact Name
- Title
- Organization
- Address
- Phone
- Email



Tips for Writing an Effective Executive Summary:

1. Keep the summary brief and to the point, ideally no more than one to two pages
2. Use clear language, avoiding jargon and technical terms that may not be familiar to all.
3. Focus on Key Points, highlighting the project’s goals, impact, and budget.
4. Make the executive summary compelling and interesting to encourage reader to read it
5. Customize the summary to align with priorities and interests of funding organization